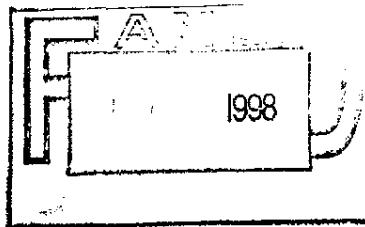




PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 • TELEPHONE (917) 663-5000



November 3, 1998

Susan Saylor Yeary
Publisher
Ace Magazine
P.O. 654
Lexington, KY 40588-0654

Dear Susan:

As you know, in accordance with the Cigarette Advertising and Promotion Code, Philip Morris USA advertises its products only in publications that are "not directed primarily to those under 21 years of age, including school, college or university media (such as athletic, theatrical or other programs), comic books or comic supplements".

Please confirm that your publication meet this standard by signing the attached verification and returning it to me as soon as possible. At the same time, please send us any circulation data, by age group, you may have and indicate the percentage of circulation that is comprised of individuals 21 years of age and over. If you do not have circulation data, you may submit subscriber data instead. Include methodology - date of study, how study was conducted and sample size.

In addition, please forward a recent media kit and edition of your publication to me as soon as possible.

We appreciate your cooperation and look forward to hearing from you.

Please call me at (917) 663-2790 if you have any questions or fax the information to me at (917) 663-5313.

Sincerely,

Phyllis E. LaRusso
Phyllis E. LaRusso
Assistant Media Manager
OPB Planning

PL/fc

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